

## **Historic, archived document**

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# Universal Bulb Corporation

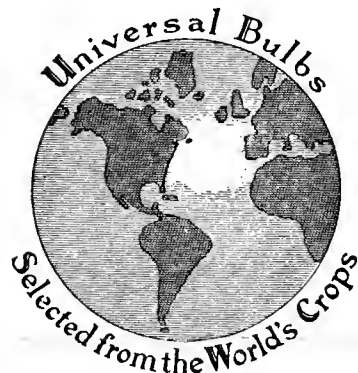
N. R. CRONQUIST, PRESIDENT

GROWERS • IMPORTERS • EXPORTERS

SANTA CRUZ, CALIF.  
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134 WEST 26TH STREET  
NEW YORK CITY



## Lilies

### LILIUM ALBUM SPECIAL STRAIN

Delivery—October onward

#### FOR SEED STORES

Shipment can be made by us in October, making it possible to plant outdoors in the Fall, whereas Japanese Rubrum do not arrive until December or January, so that Seed Stores cannot handle them for Fall sales. It is an acknowledged fact that Lilies do better when planted in the Fall.

#### FOR GROWERS

Delivery from January on, as we do not ship for forcing until bulbs have had several months cold storage.

This strain excels for pot plants, producing shorter plants of uniform quality and foliage cleaner and healthier than the Japanese.

		Per Cs.	10 Cs. or More
7/ 8" circ.	Case of 125	\$18.00	\$17.50
8/ 9" "	" " 100	18.00	17.50
9/10" "	" " 75	18.00	18.00

### LILIUM ALBUM (Speciosum Album)

Delivery—December onward

		Per Cs.	10 Cs. or More
7/ 9" circ.	Case of 200	\$26.00	\$25.00
8/10" "	" " 150	26.00	25.00
9/11" "	" " 100	27.00	26.00

### LILIUM AURATUM

Delivery—December onward

7/ 9" circ.	Case of 200		\$13.50
8/10" "	" " 150		13.50
9/11" "	" " 100		14.50
11/13" "	" " 70		16.00

### LILIUM AURATUM PLATYPHYLLUM

Delivery—December onward

Recommended for early Spring and Summer plantings. Far superior to Auratum.

7/ 9" circ.	Case of 200	\$17.00
8/10" "	" " 150	20.00
9/11" "	" " 100	22.00
11/13" "	" " 70	25.00

### LILIUM BATEMANIAE

Delivery—October onward

Apricot. Upright flowering; gracefully recurved petals. Unspotted. Blooms July-August. Height 3 feet.

Per 100—\$12.00

### LILIUM BROWNI

Delivery—October onward

Creamy white trumpet streaked reddish brown on the outside. Wiry stems. Blooms June-July. Height 3-4 feet. Stem rooting.

8/ 9" circ.	Per 100—\$26.00
9/10" "	" " — 30.00

### LILIUM CANADENSE FLAVUM

Delivery—October onward

Golden yellow, broad funnel shaped, drooping flowers. Height 3-5 feet. Blooms June-July.

Per 100—\$8.00

### LILIUM CANADENSE RUBRUM

Delivery—October onward

Red form. Color carries from red to orange. Spotted inside.

Per 100—\$9.50

# Universal Bulb Corporation, 134 WEST 26th STREET, NEW YORK CITY

## LILIUM CONCOLOR

Delivery—October onward

Upright star-shaped flowers. Deep crimson flecked black at base of petals. Height 18 inches. Blooms July. Fine for Rock Garden use.

Per 100—\$9.00

## LILIUM CROCEUM

Delivery—October onward

Upright bell-shaped orange blooms carried in umbels on strong stems. Blooms outdoors June-July. Height 3 feet.

7/8" circ.	\$12.50 per 100
8/9" "	14.00 " "

## LILIUM ELEGANS (Thunbergianum)

Delivery—October onward

A group of hardy dwarf Lilies. June-July blooming. Height 1½-2 feet. Stem rooting.

	Per 100
Alice Wilson	
Bright lemon-yellow, finely spotted.....	\$10.00
Atrosanguineum	
Dark red; deep crimson at the center.....	9.00
Bicolor (Pictum)	
Orange, edged scarlet.....	7.00
Feukwam (Biligulatum)	
Red .....	7.00
Kinbusen	
Large flowers shading from crimson at the base to orange at the tips.....	9.00
Mahogany	
Deep glowing crimson. The darkest of all.....	10.00
Leonard Joerg	
Apricot, dark spots.....	10.00
Peter Barr	
Distinct in all respects from other Elegans varieties. Delightful yellow with large purple spots, borne on sturdy stems. Immense flowers.....	35.00

## LILIUM ERABU (True Erabu Island Grown)

Delivery—September onward

		Per Cs.	10 Cs. or More
6/ 8" circ.	Case of 400	\$18.00	\$17.50
7/ 9" "	" " 300	18.50	18.00
8/10" "	" " 220	19.50	19.50

ASK FOR QUOTATIONS IN LARGER QUANTITIES

## LILIUM GIGANTEUM—Southern Grown

Delivery—October onward

	Case of 300	Per Cs.
7/ 9" circ.		\$18.00
8/10" "	" " 225	19.00
9/11" "	" " 180	19.00
11/13" "	" " 120	20.00

## LILIUM GIGANTEUM—Northern Grown

Delivery—October onward

\$1.00 per case higher than Southern Grown.

## LILIUM HANSONII

Deep orange-yellow, spotted brown. Thick petals. Fragrant.

8/9" circ. \$15.00 per 100

## LILIUM HENRYII SPECIAL STRAIN

Delivery—October onward

(See comment on special strain Liliun Rubrum, which applies as well to Liliun Henryii)

	Case of 100	Per Cs.
8/9" circ.		\$13.50
9/10" "	" " 75	13.50
10/up" "	" " 50	13.00

## LILIUM HENRYII

Delivery—December onward

	Case of	Per Cs.	10-50 Cs.
7/ 9" circ.	220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

ASK FOR QUOTATIONS IN LARGER QUANTITIES

## LILIUM MAGNIFICUM (Speciosum

Magnificum)—Delivery—December onward

	Case of	Per Cs.	10-50 Cs.
7/ 9" circ.	220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

ASK FOR QUOTATIONS IN LARGER QUANTITIES

# Universal Bulb Corporation, 134 WEST 26th STREET, NEW YORK CITY

## LILIUM MARTAGON PURPLE

Delivery—October onward

Blooms outdoors in June. Base rooting. Plant not over 4" deep. Height 4-5 feet.

Top Size—Per 100—\$16.00

## LILIUM MARTAGON ALBUM (White

Turkscap Lily)—Delivery—October onward

Waxy white flowers. Height 4-5 feet.

Per 100—\$60.00

## LILIUM REGAL (Holland Grown)

Delivery—October onward

		Per Cs.	10 Cs. Up
5/ 6" circ.	Case of 400	\$13.00	\$12.00
6/ 7" "	" " 300	13.00	12.00
7/ 8" "	" " 250	13.00	12.00
8/ 9" "	" " 200	14.00	13.00
9/10" "	" " 150	14.00	13.00
10/11" "	" " 100	15.00	14.00
11/13" "	" " 80	16.00	15.00

## LILIUM REGAL (Oregon Grown)

-October onward

	Per 100	Per 1000	2500 or More Per 1000
	\$ 4.25	\$ 37.50	\$ 36.00
	5.00	45.00	42.00
	6.50	58.00	55.00
	9.00	80.00	77.00
	12.50	115.00	110.00
	20.00	190.00	190.00

### THE FOLLOWING LILIES ARE READY FOR IMMEDIATE SHIPMENT

Lilium Album—Special Strain	Lilium Tenuifolium
Lilium Croceum	Lilium Superbum
Lilium Concolor	Lilium Tigrinum—Special Strain
Lilium Henryii—Special Strain	Lilium Tigrinum Flore Pleno
Lilium Philippinense Formosanum	Lilium Umbellatum
Lilium Regal	Lilium Erabu
Lilium Rubrum—Special Strain	Lilium Giganteum

AT THE PRICES LISTED IN THE ENCLOSED CIRCULAR

## BRUM SPECIAL STRAIN

-October onward

STORES

in be made by us in October, making it possible to plant outdoors in the Fall, whereas Japanese bulbs do not arrive until December or January, so that we cannot handle them for Fall sales. It is an

acknowledged fact that Lilies do better when planted in the Fall.

### FOR GROWERS

Delivery from January on, as we do not ship for forcing until bulbs have had several months cold storage.

This strain excels for pot plants, producing shorter plants of uniform quality and foliage cleaner and healthier than the Japanese.

		Per Cs.	10 Cs. Up
7/ 8" circ.	Case of 125	\$ 9.50	\$ 9.00
8/ 9" "	" " 100	10.00	9.50
9/10" "	" " 75	10.00	9.50
10/11" "	" " 50	11.00	10.50

## LILIUM PHILIPPINENSE FORMOSANUM

(Philippine Lily) Delivery October onward

Summer Flowering Type

Blooms outdoors July-August; height 2 to 3 feet. Long flowers, trumpets narrower than Regals, and spikes sturdier. Outdoors, white within the trumpet, pink or purplish pink without. Indoors, forces nearly pure white.

	Per Cs.	Per 100
10/12 ctm. circ. Case of 400	\$12.00	\$ 3.50
12/14 " " " " 300	12.00	4.50
14/16 " " " " 175	13.00	7.50

Autumn Flowering Type

Blooms outdoors September and continues flowering until frost; height 6 to 8 feet. Perfectly Hardy. Heavy stems; larger, wider trumpets than the Summer flowering. Stem rooting. Plant deep.

	Per Cs.	Per 100
10/12 ctm. circ. Case of 400	\$13.00	\$ 4.00
12/14 " " " " 300	13.00	5.50
14/16 " " " " 175	14.00	7.50

## LILIUM RUBRUM—Delivery—December onward

		Per Cs.	10-50 Cs.
7/ 9" circ.	Case of 220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

ASK FOR QUOTATIONS IN LARGER QUANTITIES

# Universal Bulb Corporation, 134 WEST 26th STREET, NEW YORK CITY

## LILIUM SPECIOSUM ALBUM

See Liliun Album

## LILIUM SPECIOSUM MAGNIFICUM

See Liliun Magnificum

## LILIUM SPECIOSUM RUBRUM

See Liliun Rubrum

## LILIUM SUPERBUM

Delivery—October onward

Color varies from light orange to orange red, with dark spots. Bears from 15 to 30 flowers on a stalk. Height 5-6 feet. Blooms outdoors July-August.

\$10.00 per 100

## LILIUM TENUIFOLIUM (Miniature Rubrum or Coral Lily) Delivery October onward

Grows to a height of about 18". For forcing plant 50 in a deep Tulip flat. Plant very deep, 4-5 inches, as they root from the stem. Can be planted in the Winter and Spring; blooms in about 100 days. Outdoors in June.

		Per Cs.	Per 100
8/10 ctm. circ.	Case of 750	\$17.00	\$ 3.00
10/12 " "	" " 500	17.00	4.00

## LILIUM TENUIFOLIUM GOLDEN GLEAM

Delivery—October onward

The yellow form of Tenuifolium.

Per 100—\$12.00

## LILIUM TIGRINUM SPECIAL STRAIN

Delivery—October onward

		Per Cs.	10 Cs. or More
6/7" circ.	Case of 175	\$11.00	\$10.00
7/8" "	" " 125	11.00	10.00
8/9" "	" " 100	11.00	10.00

## LILIUM TIGRINUM

Delivery—December onward

		Per Cs.	Per 100
7/ 9" circ.	Case of 200	\$14.00	\$ 7.00
8/10" "	" " 170	14.00	9.00
9/11" "	" " 130	14.00	11.00
11/13" "	" " 80	14.00	-----

## LILIUM TIGRINUM FLORE PLENO (Double)

Delivery—October onward

Top Size \$8.00 per 100

## LILIUM UMBELLATUM

Delivery—October onward

Hybrids from Liliun Elegans, with large flower heads produced in umbels. Stem rooting type. Bloom June-July. Height 2-2½ feet. They flower abundantly with little or no care, and are available in a nice range of colors.

Apricot

Widely expanded flowers of delicate apricot yellow ----- Per 100 \$50.00

Darkest of all

Large deep scarlet----- 35.00

Erectum

Bright red with orange blotch, darker than Grandiflorum. Strong grower.

		Per Cs.	Per 100
6/7" circ.	Case of 175	\$13.00	\$ 7.00
7/8" "	" " 125	13.00	9.00
8/9" "	" " 100	13.00	-----

Golden Fleece

Magnificent rich golden yellow. New-----\$50 per 100

Grandiflorum

Orange, petals shading to red at tips.

		Per Cs.	Per 100
6/7" circ.	Case of 200	\$11.00	\$ 6.00
7/8" "	" " 150	11.00	8.00
8/9" "	" " 100	11.00	-----

Sappho

Per 100—\$7.00

Splendidum

Per 100—\$8.50